

TASK Rally Draws More than 400 to Topeka

*By Lisa Houltberg
TASK, STAR Rally Chair*

More than 400 Kansas students from TASK joined together March 10 for its annual STAR (Smoke-free Teens Are Rising) Rally at the Topeka Performing Arts Center. It was a huge success as TASK members attended a daylong investigation into the marketing tactics of the tobacco industry and putting the industry on “trial.”



The high school students participated in five different workshops including:

1. Case File 101: A TASK Investigation
2. What is TASK
3. Identifying the Suspects: Understanding the Tobacco Industry
4. A Further Investigation of TASK Take 2 Hollywood Uncovered
5. Case Closed: An Empowered Community

Dave Goerlitz, formerly known as the Winston Man, was the event’s keynote speaker.

At the end of the day, the students marched to the Capitol. On the Capitol steps several local TASK Companies presented evidence related to tobacco industry manipulation and marketing tactics. The presentation ended with the participants finding Big Tobacco guilty of targeting them and their peers.

TASK promotes tobacco free teens by uniting communities to create one strong voice standing against the tobacco industry. For more information, visit the TASK Web site at www.kstask.org.

The Office of Health Promotion, Tobacco Use Prevention Program, at the Kansas Department of Health and Environment coordinates the TASK youth initiative.



TASK students marched to the Kansas Capitol during their March rally. During the single day rally, students found tobacco companies ‘guilty’ of targeting teens with their marketing messages.